
African-American 5 a Day and Physical Activity Campaign: Using applied research to design a statewide social marketing campaign

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A theoretically based African American 5 a Day and Physical Activity Campaign can be effective for increasing fruit and vegetable (FV) consumption among African Americans in California. In preparation for launching the potential campaign, 544 African-American adults attending one of two outreach festivals, the Black Expo in Oakland or the African Market Place in Los Angeles, completed a 49-item survey administered by 5 a Day booth assistants. The instrument collected data on FV intake/beliefs, FV stages of change (FVSC), food shopping, and physical activity behavior (PA), as well as preferences in nutrition education materials, collateral items, festival activities, and community and mass media outlets. The sample was mostly female (82%) with at least some college education (86%). Over half of the respondents were 35 to 54 years old. One quarter reported eating fewer than 2 daily servings of FV; 17% reported eating at least 5 servings. Three-quarters had access to an area Farmer's Market; 40% shopped there less than once/month; 18% shopped there weekly. About a third reported physical activity less than twice weekly; 18% were active at least five times weekly. Over half ate out at least twice a week. This session will examine how findings can be applied to designing an African American 5 a Day and Physical Activity Campaign.

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Program Selection: Food and Nutrition

Topic Selection: Innovative Nutrition Education Approaches

Keywords: African American, Planning

Learning Objectives: Participants will be able to: 1. Identify the elements needed for assessment of nutrition, physical activity, and readiness for behavioral change. 2. Describe key behavioral and motivational findings among African Americans in California. 3. Discuss how to tailor the delivery of a large scale dietary and physical activity social marketing campaign to the African American community.

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Target Audiences: CHES & dieticians designing nutrition and physical activity outreach to African Americans

Presentation Format: Oral Only

• **New Investigator**

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